(a)   receiving user attribute information corresponding to user preferences, wherein
        said user attribute information includes hierarchical levels, wherein at least a
        portion of said user attribute information include preference elements
        characterized by a set selected from at least the following:
        (i)   a neutral preference indicating indifference to said preference element;
        (ii)   a nominal preference indicating at least one of desire for and disdain of
                said preference element;
        (iii)   a maximum preference indicating said preference element is to be
                selected;
        (iv)   a minimum preference indicating said preference element is not to be
                selected;
(b)   receiving program attribute information corresponding to said at least one of
        audio and video; and
(c)   selecting, in response to receiving said user attribute information and said
        program attribute information, at least one of said audio and video based upon
        said preference elements.

18.   The method of claim 17 further comprising said user attribute information including
        preference elements characterized by at least one additional preference.

19.   A method for selecting at least one of audio and video comprising:
        (a)   receiving user attribute information corresponding to user preferences, wherein
                said user attribute information includes hierarchical levels;
        (b)   receiving program attribute information corresponding to said at least one of a
                first audio and first video;
        (c)   receiving program attribute information corresponding to said at least one of a
                second audio and second video; and
        (d)   ranking said at least one of said first audio and first video, and, said at least one of
                said second audio and second video, in response to receiving said user attribute
                information and said program attribute information for said at least one of said
                first audio and first video, and, said at least one of said second audio and second
                video, based upon less than all of said hierarchical levels.

20.   The method of claim 19 wherein said ranking determines said first video as more
        desirable for said user than said second video.

21.   The method of claim 20 wherein said raking determines said second video as more
        desirable for another user than said first video.

22. The method of claim 19 wherein said less than all of said hierarchical levels includes a single branch.

23. The method of claim 19 wherein said less than all of said hierarchical levels includes a plurality of branches.

24. The method of claim 19 wherein said less than all of said hierarchical levels are ranked based upon a relativistic manner.

25. A method for selecting at least one of audio and video comprising:
    (a) receiving user attribute information corresponding to user preferences, wherein said user attribute information includes a plurality of preference values;
    (b) receiving program attribute information corresponding to said at least one of an audio and a video; and
    (c) evaluating said user attribute information and said program attribute information by determining:
        (i) a first score when a portion of said user attribute information matches a portion of said program attribute information and said first score is based at least in part upon one of said preference values;
        (ii) a second score when another portion of said user attribute information matches another portion of said program attribute information and said second score is based at least in part upon one of said preference values;
        (iii) a composite score based, at least in part, upon said first score and said second score.

26. The method of claim 25 wherein said evaluating is free from combining multiple preference values into a single composite preference value.

27. The method of claim 25 wherein a said composite score is determinated for a plurality of said videos, and said video are ranked based, at least in part, upon said composite scores.

28. The method of claim 25 wherein said composite score is determined free from comparing said first score and said second score

29. A method for selecting at least one of audio and video comprising:
    (a) receiving user attribute information corresponding to user preferences, wherein said user attribute information includes a plurality of preferences that are arranged in a hierarchy to form a preference template where a plurality of said preferences includes a preference test and a preference value;
    (b) receiving program attribute information corresponding to said at least one of an audio and a video; and

(c) evaluating said user attribute information and said program attribute information by determining:

    (i) a first score when a portion of said user attribute information matches a portion of said program attribute information and said first score is weighted based upon the respective said preference values;

    (ii) a second score when another portion of said user attribute information matches another portion of said program attribute information and said second score is weighed based upon the respective said preference values;

    (iii) a composite score based, at least in part, upon said first score and said second score;

    (iv) repeating steps (i)-(iii) for a plurality of said program attribute informations;

    (v) sorting at least one of said audio and video associated with said programs attribute informations.

30. The method of claim 29 wherein said evaluating is free from combining multiple preference values into a single composite preference value.

31. The method of claim 29 wherein a said composite score is determinated for a plurality of said videos, and said video are ranked based, at least in part, upon said composite scores.

32. The method of claim 29 wherein said composite score is determined free from comparing said first score and said second score

33. A method for selecting at least one of audio and video comprising:

    (a) receiving user attribute information corresponding to user preferences, wherein said user attribute information includes hierarchical levels;

    (b) receiving program attribute information corresponding to said at least one of a first audio and first video;

    (c) receiving program attribute information corresponding to said at least one of a second audio and second video; and

    (d) comparing in a relativistic manner said at least one of said first audio and first video, and, said at least one of said second audio and second video, in response to receiving said user attribute information and said program attribute information for said at least one of said first audio and first video, and, said at least one of said second audio and second video, based upon less than all of said hierarchical levels.

34. The method of claim 33 wherein said comparing determines said first video as more desirable for said user than said second video.

35. The method of claim 34 wherein said comparing determines said second video as more desirable for another user than said first video.

36. The method of claim 33 wherein said less than all of said hierarchical levels includes a single branch.

37. The method of claim 33 wherein said less than all of said hierarchical levels includes a plurality of branches.

38. The method of claim 33 wherein said less than all of said hierarchical levels are ranked based upon a relativistic manner.

39. A method for selecting at least one of audio and video comprising:
    (a) receiving user attribute information corresponding to user preferences, wherein said user attribute information includes preferences;
    (b) receiving program attribute information corresponding to said at least one of an audio and video;
    (c) ranking said at least one of said audio and video, in response to receiving said user attribute information and said program attribute information for said at least one of said audio and video, based upon at least one of the following characteristics:
        (i) the number of times that one of said preferences corresponds with said program attribute information, wherein said at least one of said audio and video receives a higher ranking with an increasing said number;
        (ii) the number of times that a preselected set of preferences, less than all of said preferences, corresponds with said program attribute information, wherein said at least one of said audio and video receives a higher ranking with an increasing said number;
        (iii) the number of times that one of said preferences corresponds with said program attribute information, wherein said at least one of said audio and video receives a higher ranking with a decreasing said number;
        (iv) the number of times that a preselected set of preferences, less than all of said preferences, corresponds with said program attribute information, wherein said at least one of said audio and video receives a higher ranking with a decreasing said number;

40. The method of claim 39 wherein said characteristic includes said the number of times that a preselected set of preferences, less than all of said preferences, corresponds with said program attribute information, wherein said at least one of said audio and video receives a higher ranking with an increasing said number, further characterized by:

(a)   said preselected set of preferences includes a first preference and a second preference, wherein said ranking is based upon an or functionality between said first preference and said second preference.

41.   The method of claim 40 wherein said program attribute information includes preference values indicating the amount of said preferences.

42.   The method of claim 41 wherein said preference values are used as the basis of said ranking said at least one of audio and video.

43.   The method of claim 42 wherein said ranking includes a just slightly more is better combination.

44.   The method of claim 42 wherein said ranking includes a strong preference is better combination.

45.   The method of claim 40 wherein said characteristic includes said the number of times that a preselected set of preferences, less than all of said preferences, corresponds with said program attribute information, wherein said at least one of said audio and video receives a higher ranking with an increasing said number, further characterized by:
the number of times that a preselected set of preferences, less than all of said preferences, corresponds with said program attribute information, wherein said at least one of said audio and video receives a higher ranking with an increasing said number

46.   The method of claim 45 wherein said program attribute information includes preference values indicating the amount of said preferences.

47.   The method of claim 46 wherein said preference values are used as the basis of said ranking said at least one of audio and video.

48.   The method of claim 47 wherein said ranking includes a just slightly more is better combination.

49.   The method of claim 47 wherein said ranking includes a strong preference is better combination.

50.   A method for selecting at least one of audio and video comprising:
(a)   receiving user attribute information corresponding to user preferences, wherein said preferences include negative preferences;

(b) receiving program attribute information corresponding to said at least one of a first audio and first video;

(c) receiving program attribute information corresponding to said at least one of a second audio and second video; and

(d) ranking said at least one of said first audio and first video, and, said at least one of said second audio and second video, in response to receiving said user attribute information and said program attribute information for said at least one of said first audio and first video, and, said at least one of said second audio and second video, at least in part, upon said negative preferences.

51. The method of claim 50 wherein said ranking determines said first video as more desirable for said user than said second video.

52. The method of claim 51 wherein said raking determines said second video as more desirable for another user than said first video.

53. The method of claim 50 wherein said ranking is in a relativistic manner.

54. A method for selecting at least one of audio and video comprising:
(a) receiving user attribute information corresponding to user preferences, wherein said user attribute information includes preferences;

(b) receiving program attribute information corresponding to said at least one of an audio and video;

(c) evaluating said user attribute information and said program attribute information by determining a first value based upon, at least in part, a first a portion of said user attribute information matches a portion of said program attribute information and second a portion of said user attribute information matches a portion of said program attribute information;

(d) after said evaluating, discarding said at least one of said audio and video, in response to receiving said user attribute information and said program attribute information for said at least one of said audio and video, as a desirable said at least one of audio and video for said user based upon a threshold value.

55. The method of claim 54 wherein said threshold value is a fixed value.

56. The method of claim 54 wherein said evaluating is based upon an AND operation.

57. A method for selecting at least one of audio and video comprising:
(a) receiving user attribute information corresponding to user preferences, wherein said user attribute information includes preferences;

(b)   receiving program attribute information corresponding to said at least one of an audio and video;

(c)   evaluating said user attribute information and said program attribute information by:

    (i)   determining a first value based upon, at least in part, a first a portion of said user attribute information matches a portion of said program attribute information, and

    (ii)   determining a second value based upon, at least in part, a second portion of said user attribute information matches a portion of said program attribute information;

(d)   discarding said at least one of said audio and video, in response to receiving said user attribute information and said program attribute information for said at least one of said audio and video, as a desirable said at least one of audio and video for said user based upon if at least one of said first value or said second value indicates non-desirability of said at least one of audio and video;

(e)   if said at least one of audio and video is not discarded as a result of step (d) then determining a third value based upon, at least in part, said first value and said second value.

58.   The method of claim 57 wherein said threshold value is a fixed value.

59.   The method of claim 57 wherein said evaluating is based upon an AND operation.

60.   A method for selecting at least one of audio and video comprising:

(a)   receiving user attribute information corresponding to user preferences, wherein said user attribute information includes hierarchical levels, wherein said user attribute information includes preferences;

(b)   receiving program attribute information corresponding to said at least one of an audio and a video; and

(c)   evaluating said at least one of said audio and video, in response to receiving said user attribute information and said program attribute information based upon,

    (i)   a first set of a plurality of preferences wherein said first set is evaluated based upon a first operator;

    (ii)   a second set of a plurality of preferences wherein said second set is evaluated based upon a second operator;

    (iii)   wherein said first set and said second set are evaluated independent of the number of preferences of said first set and said second set.

61.   The method of claim 60 wherein at least one of said first operator and said second operator is an "OR" function.

62.   The method of claim 60 wherein said first operator and said second operator or "OR" functions.

63.   The method of claim 60 wherein said first set and said second set depend from the same preference within said hierarchy.

64.   The method of claim 63 wherein said first set and said second set have a different number of preferences.

65.   A method for selecting at least one of audio and video comprising:
   (a)   receiving user attribute information corresponding to user preferences, wherein said user attribute information includes hierarchical levels, wherein said user attribute information includes preferences;
   (b)   receiving program attribute information corresponding to said at least one of an audio and a video; and
   (c)   evaluating said at least one of said audio and video, in response to receiving said user attribute information and said program attribute information based upon,
       (i)   a first set of a plurality of preferences wherein said first set is evaluated based upon a first operator;
       (ii)   a second set of a plurality of preferences wherein said second set is evaluated based upon a second operator;
       (iii)   wherein said first set and said second set are evaluated based on a ratio functionality.

66.   The method of claim 65 wherein at least one of said first operator and said second operator is an "OR" function.

67.   The method of claim 65 wherein said first operator and said second operator or "OR" functions.

68.   The method of claim 65 wherein said first set and said second set depend from the same preference within said hierarchy.

69.   The method of claim 68 wherein said first set and said second set have a different number of preferences.